

R Wood Products Council

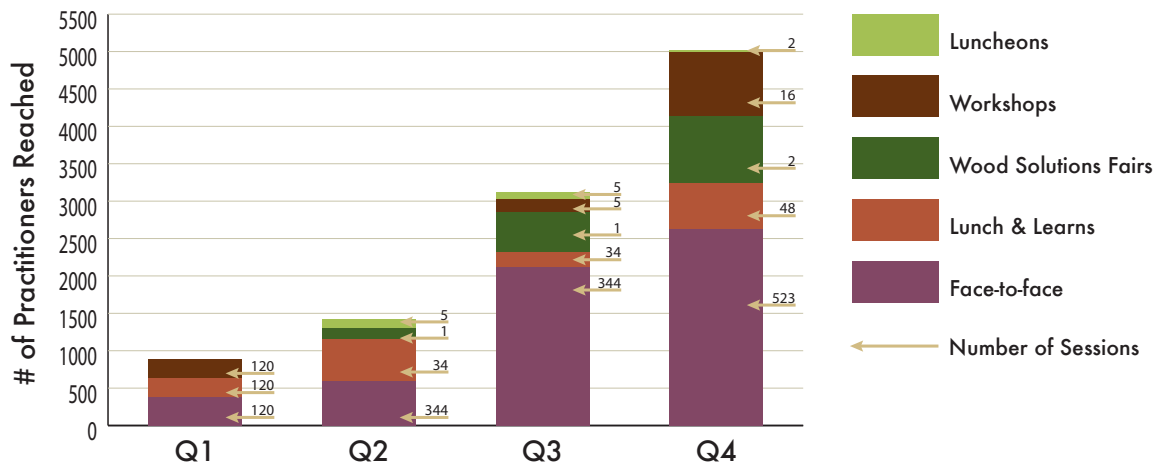
non-residential 4th Quarter 2008/09

Report Card

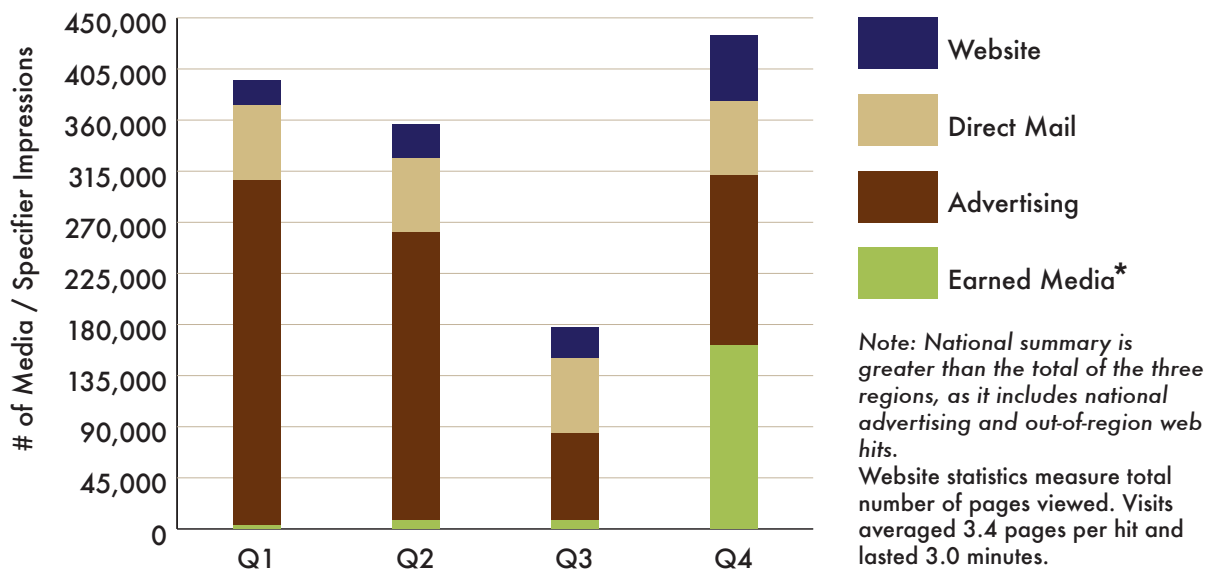


Program benchmarks range from short-term activity completion (and results), to mid-term impact on specifier opinions and agreement to use wood at a project level, to long term volume impacts. Short-term measures are updated quarterly, mid-term measures are updated biennially and longer term measures are reported annually. This report card is a cumulation of the results of the three target regions: California, North Central and Southeast.

Activities to Secure Practitioners to Use Wood

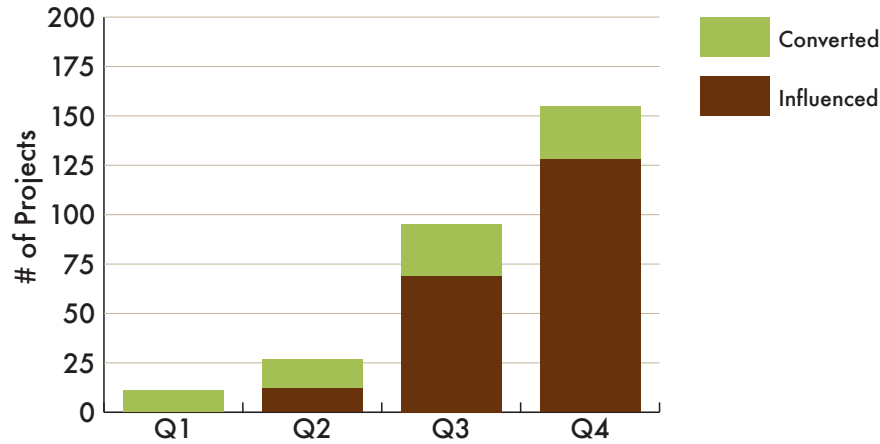


Efforts to Raise Awareness & Broaden Influence



* To improve readability, the number of earned media impressions has been scaled down by a factor of ten.

Projects Influenced or Converted to Wood



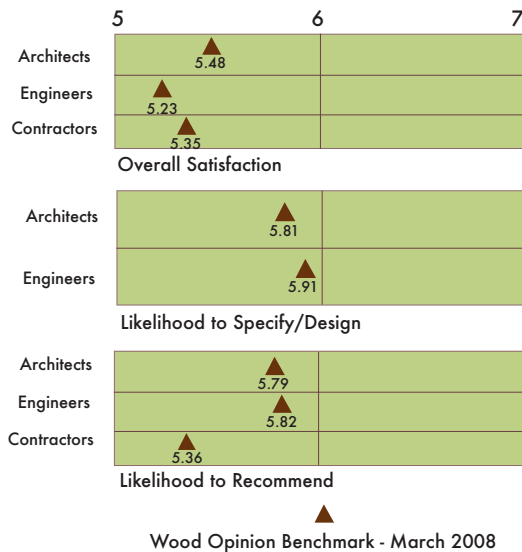
Note: Converted Projects require ongoing support and thus are cumulative. Influenced Projects are resolved within the quarter and are reported only once.

Starting in Q4, includes APA-lead converted projects (reflecting the collaborative approach employed). The financial crisis caused the cancellation of some projects, which have been dropped from the reporting.

Estimated wood value in total projects converted to date is \$7.7 million.

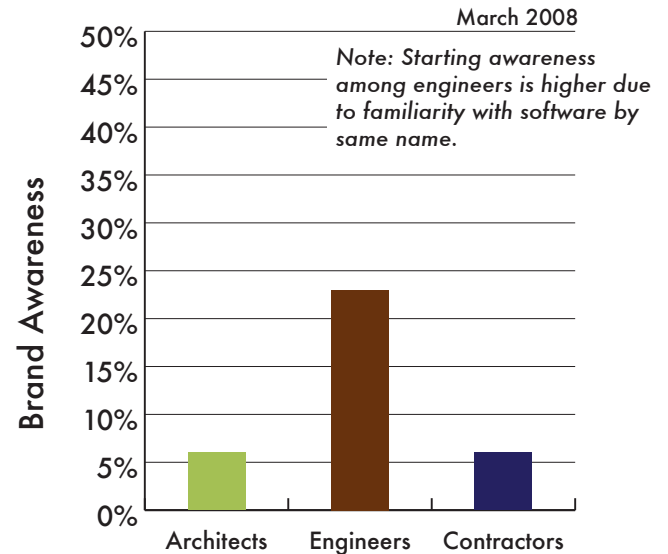
Specifier Opinion Improvement

Next Update - March, 2010



WoodWorks Campaign Awareness

Next Update - March, 2010



Wood Market Share and Commodity Price Indices

